

The Source

Commodity of the Month - Potatoes

MARKET ALERTS

Bell Peppers: Markets stay steady but high. Limited East Coast supply is shifting demand to California, pushing prices up as new fields start. California quality is strong, but red bell supply remains tight and limited for the next two weeks.

Blackberries: West Coast production will increase later this month. Mexican fruit quality is declining due to weather, while California fruit quality is expected to improve significantly.

Broccoli: Broccoli supplies are tight everywhere, with rising demand from Mexico's erratic weather. The market is expected to strengthen next week.

Brussel Sprouts: Sprout supplies remain light with high prices as demand exceeds supply. Oxnard production is slowing, with quality issues like elongated cores, insect damage, and discoloration.

Lemons: Markets stay strong. San Joaquin Valley is done; Ventura/Oxnard leads now. Supplies of smaller sizes are limited, mostly Choice grade. Offshore fruit delayed to late July; Mexico ramps up mid-July.

IN PEAK SEASON



JULY 16 , 2025

CROP UPDATES

Tropical activity is calm, but a Gulf low may develop this week. Central Mexico faces heavy rain through July, though conditions are improving. Coastal California deals with marine layers, warm nights, and strong winds harming leafy greens and yields. Growers hope for better weather but must manage crop rotations carefully due to shelf life issues. [Read more](#)

WEATHER

California: A marine layer will keep temperatures cool with some drizzle through Thursday. Lows in the 40s-50s, highs 50s-90s depending on location. By Saturday, a high pressure will raise inland temps to around 100°F.

Mexico: Showers and storms expected through Friday with 0.10"-0.35" rain; less frequent over the weekend. Temperatures near or below normal, highs 60s-70s, lows 50s-60s.

Florida: Scattered showers and storms will continue in Florida through July 17, with 0.05"-0.50" rain expected. Showers ease from Friday to Sunday. Highs will be upper 80s to mid-90s, lows in the 70s, and winds gust up to 20 mph through Friday.

Arizona: Monsoonal moisture will bring scattered showers and storms to eastern Arizona and central I-10 Wed-Fri, but timing and amounts are uncertain. Yuma and SE California stay dry. Highs in the 100s midweek, rising to 105-113 by weekend; lows steady in mid-70s to mid-80s.

FREIGHT

Freight this week continues to be steady, but slower with the post holiday markets. Now is a great time to visit with your Pro*Fresh logistics representative and discuss a fall freight plan that is suited for you!

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Commodity Updates



Apples

The apple market remains steady overall. While no varieties have fully wrapped up, several—including Golds, Pinks, Honeys, and Cosmics—are tapering off with select shippers and showing reduced availability. Nonetheless, pricing has largely remained firm. The new crop is set to begin arriving in August, starting with Ginger Golds and Galas by mid-month, followed by Honeycrisp toward the end of August.

Commodity/Region	Supply	Price	Quality
Hudson, New York (September - June)	Steady	\$\$\$	Good



Asparagus

Asparagus supplies remain strong on both coasts, with steady production out of Peru and Mexico. Sizing continues to trend toward smalls and standards. Expect the market to stay on the lower side through the remainder of the week.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	High	\$\$\$	Good
Ciudad Obregon (Year Round)	High	\$\$\$	Good
Peru (Year Round)	High	\$\$\$	Good



Avocados

Markets on 48ct are in a slightly improved position, while 60ct and 70ct sizes remain strong as we transition from the Normal crop to the Flora Loca crop. Currently, there's a mix of Normal and Flora Loca fruit, and shippers are working diligently to keep the crops separated in packaging to avoid checkerboarding. The new crop is expected to peak on 48/60ct sizes. Fruit quality is very clean, with minimal #2 grade—typical for this time of year. Meanwhile, the California season continues to wind down and is expected to wrap up in about a month. Offshore fruit is now arriving on both coasts.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Good
California (April - July)	Light	\$\$\$	Good



Bell Peppers

ALERT

Markets remain steady at elevated levels. Limited East Coast supply—due to weather and delayed local programs—has shifted demand to California, where prices are climbing as new fields come into production. Quality out of California is strong. Red bells remain tight, and overall supply is expected to stay limited for the next two weeks.

Commodity/Region	Supply	Price	Quality
California (May - June)	Light	\$\$\$	Good
Mexico (Nov. - May)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Berries (Blackberries)

ALERT

West Coast production is set to ramp up later this month. Mexican transfer fruit quality is declining due to weather, while California fruit is expected to show significantly better quality.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Light	\$\$\$	Good
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Berries (Blueberries)

The Pacific Northwest season is underway with product coming from Oregon, Washington, and British Columbia. Weather disruptions are impacting production in the Midwest and East Coast.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Light	\$\$\$	Good
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Dover, Florida (Year Round)	Light	\$\$\$	Fair
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McAllen, TX (October - May)	Light	\$\$\$	Good
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Berries (Raspberries)

Strong volumes are coming out of Central Mexico, Baja, and California's Central Coast, with excellent quality reported.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Light	\$\$\$	Fair
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McAllen, TX (October - May)	Light	\$\$\$	Fair
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Berries (Strawberries)

Salinas and Watsonville are past peak and entering a gradual decline in production. Meanwhile, Santa Maria and Oxnard are ramping up with new crop harvests from late spring plantings.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Steady	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Broccoli

ALERT

Broccoli supplies remain tight across all regions, with demand picking up due to erratic weather conditions in Mexico. Expect the market to gradually strengthen as we head into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good



Brussel Sprouts

ALERT

Sprout supplies are expected to remain light, with elevated pricing as demand continues to exceed available supply. Production out of Oxnard is slowing and nearly finished. Some quality challenges persist, including elongated cores and stems, light insect injury, and occasional internal discoloration.

Commodity/Region	Supply	Price	Quality
Mexico (December-August)	Steady	\$\$\$	Good
Oxnard / Salinas, CA (May - July) (July-Dec)	Steady	\$\$\$	Good



Carrots

Harvest in the Bakersfield region is going strong and is expected to continue through the end of July. The season will then transition to the Cuyama/Lancaster area for the summer harvest, which will run through November. Quality and sizing remain solid with no current issues. The jumbo market has tightened slightly as other growing regions wind down. A reminder to submit snack pack orders at least 48 hours in advance.

Commodity/Region	Supply	Price	Quality
Imperial Valley (February - May)	High	\$\$\$	Excellent
Kern County (October - Feb)	Steady	\$\$\$	Good
Various Northwest Regions (July - October)	Steady	\$\$\$	Good



Cauliflower

Cauliflower supplies have improved this week, with overall strong quality. Some fields are showing slightly softer texture, leading to minor bruising, but nothing significant. The market is expected to remain steady on the lower side.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good
Salinas, CA (May - Oct)	Steady	\$\$\$	Good



Celery

The market remains steady with all sizes readily available. Quality continues to be very good, and pricing is highly competitive in both the North and South. Supplies are expected to hold steady throughout the week, with only minimal reports of seeder.

Commodity/Region	Supply	Price	Quality
Oxnard, California (Year Round)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Citrus (Grapefruit)

Star Rubies are currently available, peaking on 40ct and larger sizes, with shipments coming out of both Riverside and the San Joaquin Valley.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Steady	\$\$\$	Good
Texas (October - April)	Light	\$\$\$	Good



Citrus (Lemons)

ALERT

Markets remain strong. District 1 (San Joaquin Valley) is finished, with District 2 (Ventura/Oxnard) now the main growing area. Supplies of 165ct and smaller are limited. Choice grade dominates, with less Fancy due to growing conditions. Offshore fruit is delayed until late July/early August, while Mexico is expected to ramp up mid-July.

Commodity/Region	Supply	Price	Quality
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CA Desert/Yuma (October - February)	Steady	\$\$\$	Good
Oxnard/Ventura (February - September)	Light	\$\$\$	Fair
San Joaquin Valley (October - May)	High	\$\$\$	Good



Citrus (Limes)

Supplies are plentiful with low prices and even sizing across all counts. Smaller limes may tighten as rain and the crop cycle increase fruit size. Overall quality is good, with minor rain-related issues being graded at shipping.

Commodity/Region	Supply	Price	Quality
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Veracruz (Year Round)	Steady	\$\$\$	Good
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Citrus (Oranges)

Valencia's are the main variety, currently peaking on 113ct and 138ct as the season begins, with sizes expected to increase over time. Gas treatments are running about 48 hours to enhance color. Brix levels are 12-13, and the fruit is eating very well.

Commodity/Region	Supply	Price	Quality
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San Joaquin Valley (Year Round)	Steady	\$\$\$	Good
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Cucumber

Baja is seeing good production and quality. Eastern supply remains limited due to weather. Cucumbers are also crossing through South Texas with adequate availability.

Commodity/Region	Supply	Price	Quality
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Georgia (May - June)	Light	\$\$\$	Good
Mexico (November - May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Eggplant

Eggplant markets are slightly higher, driven by the Eastern transition and weather-related challenges in California, keeping demand strong.

Commodity/Region	Supply	Price	Quality
Mexico (Nov. - May)	Steady	\$\$\$	Good
Florida	Light	\$\$\$	Good



Garlic

Garlic quality from Mexico remains fair, with moderate yields expected through next week.

Commodity/Region	Supply	Price	Quality
East Coast (Year Round)	Steady	\$\$\$	Good
Bakersfield, California (Year Round)	Steady	\$\$\$	Good
Gilroy, California (Year Round)	Steady	\$\$\$	Good



Grapes (Green / Red)

Mexican grapes are nearly finished, with remaining supplies heavily discounted as shippers close out their season. Domestic grapes are now being harvested from Bakersfield to Fresno, with both Red and Green Seedless in good supply.

Grapes (Green)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good

Grapes (Red)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good



Green Onions

Green onion supplies and quality have improved this week. Expect the market to remain steady and on the lower side heading into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good



Kale

Very good supplies are keeping the kale market steady, with quality remaining strong. Expect the market to stay steady into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Salinas, California (May - October)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Lettuce Iceberg

Production in the Salinas Valley and Southern California has increased compared to previous weeks. While value-added products remain in second-tier escalation, pricing is expected to drop next week. Overall industry demand is down. Production in Mexico is moderate but improved from past weeks. Weights and quality have also improved among multiple suppliers in Northern and Southern California.

Commodity/Region	Supply	Price	Quality
Santa Maria, California (March-December)	Light	\$\$\$	Fair
Salinas, California (May - October)	Light	\$\$\$	Fair



Lettuce Leaf

Romaine, green leaf, and red leaf remain competitive in the market. Romaine hearts production is moderate at best and is expected to stay that way throughout the week. Slight fringe and tip burn have been reported across all leaf items. Overall weights and sizing have improved with shippers. Expect moderate production on leaf for the entire week, with demand remaining soft.

Commodity/Region	Supply	Price	Quality
Salinas, California (May - October)	Steady	\$\$\$	Fair



Lettuce Tender Leaf

Tender leaf items continue to show overall good quality across all fields. Minor discoloration and minimal tip burn have been observed on less than 1% of the crop, with no impact on overall product. Expect the market and supplies to remain steady.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Nov. - May)	Steady	\$\$\$	Good



Melon (Cantaloupe)

The cantaloupe market is strong as fields peak on larger melons. Heavy rains in key growing areas have pushed demand out west. Warm weather is yielding high-quality cantaloupes, peaking on size 9 with Brix levels between 13-16. Smaller 12/15 melons are in shorter supply due to the heat wave.

Commodity/Region	Supply	Price	Quality
Central America (December - May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Melon (Honeydew)

The honeydew market remains strong post-holiday. Warm weather is producing high-quality melons, peaking on size 5 with Brix levels between 13-16. Suppliers are primarily sourcing from Central California. Nogales melons are very limited and nearing the end of their season.

Commodity/Region	Supply	Price	Quality
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Arizona (June-July) (October-November)	Steady	\$\$\$	Good
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Melon (Watermelon)

Domestic watermelons are available in North Carolina, Indiana, and Central California. Rain on the East Coast has impacted supply, shifting demand westward for the week. Prices are expected to remain stable, especially on larger fruit, until supplies start moving amid low demand.

Commodity/Region	Supply	Price	Quality
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Arizona (June-July) (October-November)	Steady	\$\$\$	Good
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Mushroom

Excellent supplies and promotable volumes remain available.

Commodity/Region	Supply	Price	Quality
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Nationwide	High	\$\$\$	Good
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Onions

Onions are currently available from California and New Mexico. The desert season in California has ended, while New Mexico offers a mix of U.S. and Mexican crops. Demand remains strong, keeping the market active. Reds and whites are beginning to tighten. Idaho's season is expected to start slowly at the end of July.

Commodity/Region	Supply	Price	Quality
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Eastern Orgeon/Parma, ID (August - April)	High	\$\$\$	Excellent
San Joaquin Valley (May - August)	Light	\$\$\$	Good
Tri-Cities, Washington (July - April)	High	\$\$\$	Good



Pears

The Washington pear market is slightly lower as supplies shrink with some shippers nearing the end of their season. California Bartletts are in full production this week, with a strong crop and expected good quality. California Bosc and Red Pears are scheduled to begin during the last week of July.

Commodity/Region	Supply	Price	Quality
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Hood River, Oregon (August-July)	Light	\$\$\$	Good
Yakima, Washington (August-July)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Supply Partners



Commodity Updates



Pineapples

Pineapple supplies are looking good with minimal substitutions expected. Large crownless pineapples continue to be in high demand.

Commodity/Region	Supply	Price	Quality
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Costa Rica (Year round)	Light	\$\$\$	Good
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Potatoes

Idaho's 40-70 count potatoes are tight through August, with Burbanks available all summer. Prices in Idaho and Colorado are rising. New Idaho plantings start mid-August. Colorado supplies are very limited. Color potatoes come from CA, ID, TX; MN starts 7/21. Red demand is strong; yellows steady. East Coast sweet potatoes are low until the new crop begins in September.

Commodity/Region	Supply	Price	Quality
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Idaho Falls, Idaho (August-July)	Steady	\$\$\$	Good
Pasco, Washington (August-July)	Steady	\$\$\$	Excellent



Squash

Squash supplies have improved with more local deals coming online. Quality is good, and promotable volume is available.

Commodity/Region	Supply	Price	Quality
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Mexico (November - May)	Steady	\$\$\$	Good
Florida (Nov. - May)	Steady	\$\$\$	Good



Stone Fruit

Peaches, plums, and nectarines are in good supply with a steady market. Specialty items like donut peaches and pluots are also available. Imported kiwi prices remain steady but elevated until California's season starts in October. Washington cherries will peak this month, offering strong promotional opportunities.

Commodity/Region	Supply	Price	Quality
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San Joaquin Valley (May-October)	Steady	\$\$\$	Good
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Tomatoes

Eastern production is ramping up, with harvests in TN and VA and more supply expected next week. CA supply is good but seeing some heat-related quality issues. Mexico remains steady. The Tomato Suspension Agreement ended July 14, removing the floor price.

Commodity/Region	Supply	Price	Quality
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Mexico (Year Round)	Steady	\$\$\$	Good
Florida (November - May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Weather Updates



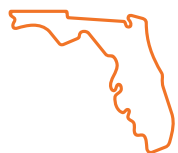
CALIFORNIA

A deepening marine layer will cool temperatures below average, with spotty drizzle possible through Thursday. Morning lows will range from the upper 40s to mid-50s. Daytime highs will be in the upper 50s to mid-60s near the coast, mid to upper 70s in coastal valleys, and upper 70s to low 90s south of Soledad. By late Thursday, a strengthening high will warm inland areas above normal, with highs reaching up to 100 by Saturday.



MEXICO

Isolated to scattered showers and thunderstorms are expected through Friday, with rainfall totals generally between 0.10" and 0.35", though higher amounts are possible in storms. Over the weekend, showers will become more isolated. Temperatures will stay near to slightly below normal, with highs in the upper 60s to upper 70s and lows from the mid-50s to mid-60s through Sunday.



FLORIDA

Scattered showers and thunderstorms will continue across Florida through Thursday as a low moves through, keeping rain in the forecast through July 17. Rainfall totals are expected to range from 0.05" to 0.30" in Northern and Southern Florida, and 0.20" to 0.50" in Central Florida, with higher amounts possible in storms. Showers should become more isolated from Friday through Sunday. Highs will be in the upper 80s to mid-90s, with lows in the low to upper 70s. Winds will gust up to 20 mph through Friday.



ARIZONA

Patches of monsoonal moisture will bring scattered showers and isolated thunderstorms to eastern Arizona and the central I-10 corridor Wednesday through Friday. Forecast confidence on timing and rainfall amounts is low due to model inconsistencies. Yuma County and southeast California should remain dry, with temperatures near to above normal through Friday, warming a few degrees into the weekend. Highs will be in the 100s across most valleys Wednesday through Friday, rising to 105-113 by Saturday and Sunday. Morning lows will stay steady in the mid-70s to mid-80s throughout the period.

For more information: <https://www.ventusky.com/?p=31.4;-89.7;3&l=rain-3h>

Freight Updates



Freight this week continues to be steady, but slower with the post holiday markets. Now is a great time to visit with your Pro*Fresh logistics representative and discuss a fall freight plan that is suited for you!



U.S. On-Highway Diesel Fuel Prices*(dollars per gallon)

[full history](#) [XLS](#)

	06/30/25	07/07/25	07/14/25	Change from	
				week ago	year ago
U.S.	3.727	3.739	3.758	↑ 0.019	↓ -0.068
East Coast (PADD1)	3.775	3.765	3.793	↑ 0.028	↓ -0.115
New England (PADD1A)	3.980	3.967	3.969	↑ 0.002	↓ -0.140
Central Atlantic (PADD1B)	3.942	3.936	3.953	↑ 0.017	↓ -0.114
Lower Atlantic (PADD1C)	3.691	3.680	3.716	↑ 0.036	↓ -0.113
Midwest (PADD2)	3.715	3.733	3.733	0.000	↓ -0.012
Gulf Coast (PADD3)	3.369	3.383	3.403	↑ 0.020	↓ -0.148
Rocky Mountain (PADD4)	3.659	3.666	3.713	↑ 0.047	↓ -0.037
West Coast (PADD5)	4.421	4.462	4.498	↑ 0.036	↑ 0.048
West Coast less California	4.035	4.088	4.122	↑ 0.034	↑ 0.092
California	4.866	4.892	4.932	↑ 0.040	0.000

*prices include all taxes

For more information: <https://www.eia.gov/petroleum/gasdiesel/>

Crop Updates



Tropical activity has remained calm in the Pacific basin with no potential formation expected this week. We are watching a low-pressure system that has the potential to become tropical disturbance later this week in the Gulf of Mexico.

Central and West-Central Mexico is forecast to continue to receive significant precipitation through the week with long-range outlooks keeping the rains in the region into late July. The Southeastern states and Central Mexico regions have already received significant precipitation from numerous previous tropical systems as the rains continue. On a brighter note, weather conditions in Central Mexico have improved somewhat with better quality and supplies expected next week. Although not out of the woods this is good news for overall supplies.

In the Coastal California growing regions, the heavy marine layer continues especially for fields closest to the coast. Warm and humid overnight temperatures look to continue with inland regions seeing some hotter temperatures as the summer rolls on. Pockets of mold, mildew and soil disease in the fields continue to lessen yields as insect pressure remains problematic. The Salinas Valley has been impacted by very strong winds in the afternoons reaching 20-30mph across the valley, pulling moisture from the plants. These strong winds can shred and tear leaves causing fringe burn and dehydration impacting texture and shelf life especially in the tender spinach and spring mix items. The heavy winds can also pick up soil and dust as they roll down the valley leaving crops with a film of dust. Romaine and open head varieties tend to capture the dust in the leaves depositing them at the base of the plant.

Growers across the various regions are hoping for an improved weather pattern to help fields recover and increase production. It remains important to keep your rotations in check going forward as overall shelf life will be challenged.

TIM LYNCH

QUALITY ASSURANCE MANAGER

